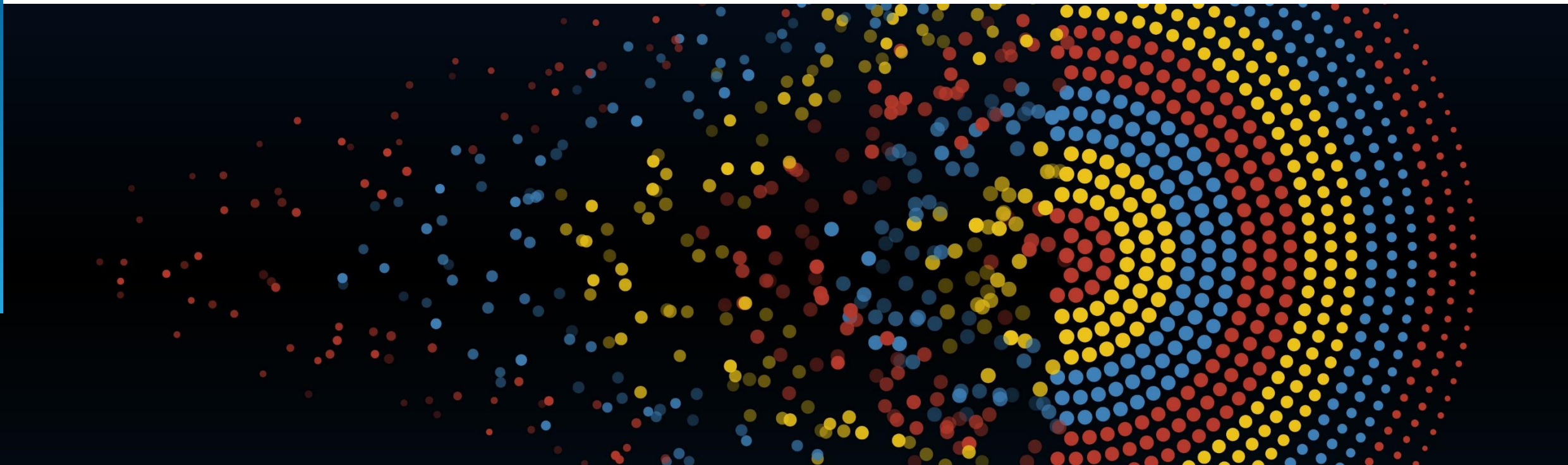


Data and Analytics (D&A) Services PEAK Matrix® Assessment 2023

September 2023: Complimentary Abstract / Table of Contents



Our research offerings

This report is included in the following research program(s):

Data and Analytics

- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ Finance and Accounting
- ▶ Financial Services Technology (FinTech)
- ▶ GBS Talent Excellence
- ▶ Global Business Services
- ▶ Google Cloud
- ▶ Healthcare Business Process
- ▶ Healthcare Information Technology
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Services Executive Insights™
- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Pricing Analytics as a Service
- ▶ Process Mining
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG Information Technology
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com

Learn more about our
custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations,
risk, technologies

Locations: costs, skills,
sustainability, portfolios

Contents

For more information on this and other research published by Everest Group, please contact us:

Vishal Gupta, Vice President

Arpit Mehra, Practice Director

Rohit Gupta, Senior Analyst

Pravina Jayaraman, Senior Analyst

1. Introduction and overview	6
• Research methodology	7
• Key information on the report	8
• Introduction	9
• Focus of the research	10
2. D&A service provider landscape	12
• D&A service provider ecosystem	13
• Enterprise imperatives and challenges	15
• Future outlook	17
• Implications for enterprises	18
3. D&A services PEAK Matrix® characteristics	19
• PEAK Matrix framework	20
• Everest Group PEAK Matrix for D&A services	23
• Characteristics of Leaders, Major Contenders, and Aspirants	24
• Star Performer summary	25
• Provider capability summary dashboard	28
4. Enterprise sourcing considerations	32
• Leaders	32
– Accenture	33
– Capgemini	34

Contents

• Leaders (continued)	
– Cognizant	35
– Deloitte	36
– IBM	37
– Infosys	38
– TCS	39
– Wipro	40
• Major Contenders	41
– DXC Technology	42
– EPAM	43
– Eviden – an Atos business	44
– EXL	45
– EY	46
– Genpact	47
– HCLTech	48
– KPMG	49
– Kyndryl	50
– LTIMindtree	51
– Mphasis	52
– NTT DATA	53

Contents

- Major Contenders (continued)
 - Persistent Systems 54
 - PwC 55
 - Tech Mahindra 56
 - WNS 57
- Aspirants
 - Stefanini 59
 - UST 60
 - Virtusa 61
- 5. Appendix 62**
 - Glossary 63
 - Research calendar 64

Introduction

Enterprises are struggling to strike the right balance between value realization and experimentation through their D&A investments. While RoI and direct business outcomes from D&A initiatives are becoming key priorities for enterprises, the emergence of technologies such as generative AI is pushing enterprises to experiment and build a solid data foundation to enable these technologies. Service providers with their recent investments in next-generation technologies and transition towards driving direct business value for clients can help enterprises navigate the dichotomy in the market successfully.

In this research, we present an assessment and detailed profiles of 27 service providers featured on the D&A services PEAK Matrix®. Each provider profile provides a comprehensive picture of its strengths and limitations. The assessment is based on Everest Group's annual RFI process for calendar year 2023, interactions with leading D&A service providers, client reference checks, and an ongoing analysis of the D&A services market.

This report includes the profiles of the following 27 leading D&A service providers featured on the D&A services PEAK Matrix®:

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** DXC Technology, EPAM, Eviden – an Atos business, EXL, EY, Genpact, HCLTech, KPMG, Kyndryl, LTIMindtree, Mphasis, NTT DATA, Persistent Systems, PwC, Tech Mahindra, and WNS
- **Aspirants:** Stefanini, UST, and Virtusa

Scope of this report



Geography
Global



Providers
27 leading D&A service providers



Services
D&A services (refer to page 10 for scope of the research)

Overview and abbreviated summary of key messages

This report examines the global Data and Analytics (D&A) services market and evaluates the positioning of service providers on the Everest Group PEAK Matrix®. It provides insights into the changing market dynamics, service provider delivery capabilities, and Everest Group's remarks on service providers' key strengths and limitations.

Some of the findings in this report, among others, are:

D&A services market overview

- Based on the extent of capability development and service providers' sweet spots within the integrated approach, we see five segments of D&A service providers (further examined in the full report)
- With D&A services growth outpacing the broader IT services market, it is becoming a key contributor to the overall revenue for global System Integrators (SI)
- Despite challenges in the market, enterprises remain steadfast in allocating ample budgets for D&A initiatives. The D&A services market is expected to continue in its strong double-digit growth trajectory in the upcoming years
- Prior experience working with service providers, domain or business expertise, and price competitiveness are the top parameters that enterprises are taking into consideration while selecting a service provider

Service provider characteristics

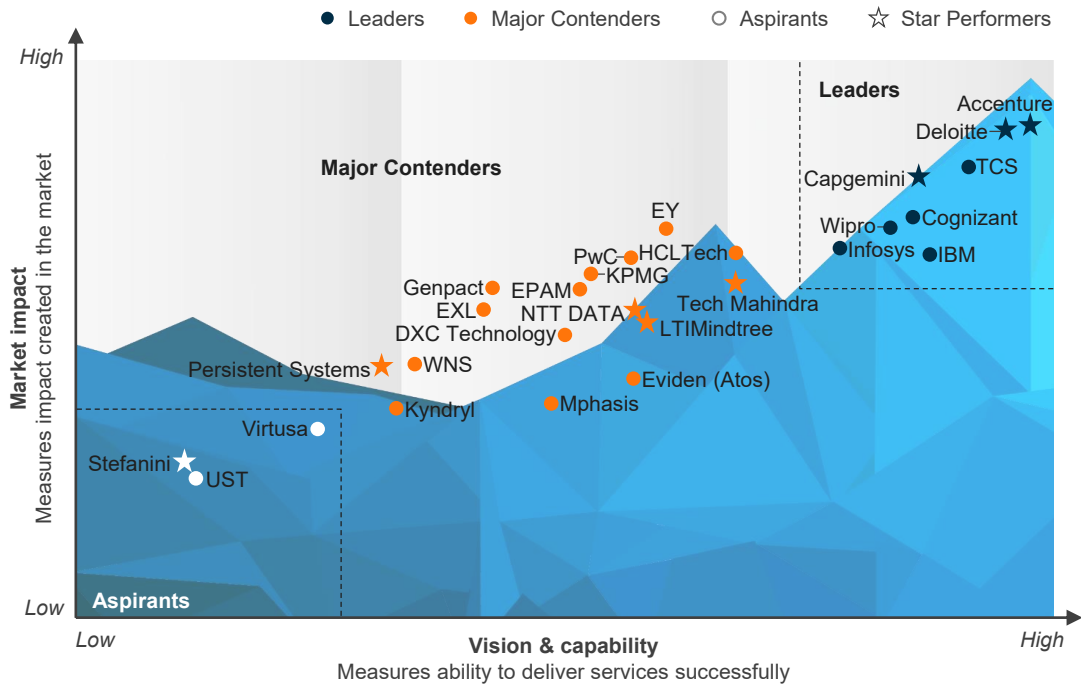
- Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro are the current leaders in the global D&A services market, with several other service providers emerging as major contenders and aspirants
- Leaders are at the forefront of innovation and driving change with organic and inorganic investments, thought leadership, and partnerships. They have also invested in building structured internal talent development programs to ensure the availability of skilled talent
- Major Contenders have shown high confidence in their sweet spots within the D&A stack. They also have the vision to develop full services play and are investing in talent development programs, acquisitions, IP building, and a partnership ecosystem to enable the same
- Aspirants are focusing on creating solutions beyond their niche areas of expertise and pro-actively investing in upgrading their flagship proprietary offerings to drive D&A engagements

This study offers three distinct chapters providing a deep dive into key aspects of D&A market; below are three charts to illustrate the depth of the report

Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2023^{1,2,3}

Capability assessment

Illustrative example



Measure of capability: ☐ Low ● High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Provider 1	☐	☐	●	●	☐	☐	☐	☐	☐
Provider 2	☐	☐	●	●	☐	☐	☐	☐	☐
Provider 3	☐	☐	●	●	☐	☐	☐	☐	☐
Provider 4	☐	☐	●	●	●	☐	☐	☐	☐
Provider 5	☐	☐	●	●	☐	☐	☐	☐	☐
Provider 6	☐	☐	●	●	☐	☐	☐	☐	☐
Provider 7	☐	☐	●	●	☐	☐	●	☐	☐
Provider 8	☐	☐	●	●	☐	☐	☐	☐	☐
Provider 9	☐	☐	●	●	☐	☐	☐	☐	☐

1 Assessments for EY, IBM, Infosys, KPMG, PwC, and UST exclude service provider inputs on this study, and are based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

2 Assessments for Eviden – an Atos business and Persistent Systems are based on partial inputs provided by service providers and are also based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

3 EPAM, EXL, Genpact, and WNS are new entrants on the D&A Services PEAK Matrix and have therefore not been considered for the Star Performer title

Source: Everest Group (2023)

Everest Group's remarks on providers

Illustrative example

Measure of capability: ☐ Low ● High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
☐	☐	●	●	●	☐	☐	☐	☐

- | Strengths | Limitations |
|---|---|
| <ul style="list-style-type: none"> Provider 1 leverages its deep industry expertise and consultative heritage to address enterprises' D&A demands ranging from strategy and design to execution and enablement Provider 1 is focusing on an asset-based approach to build advanced capabilities for industry-specific and emerging D&A demand themes. | <ul style="list-style-type: none"> Provider 1 continues to operate in an onshore-heavy model, leading to premium pricing compared with most IT/BPO providers, which can become a deterrent for some enterprises It lacks focus and capabilities in some of the key D&A demand areas such as data modernization and management. Additionally, it has limited partnerships with the technology providers in data ingestion, governance, and preparation space |

Research calendar

Data and Analytics

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
Machine Learning Operations (MLOps) – Technology Provider Landscape with Products PEAK Matrix® Assessment 2022	September 2022
Reimagining Data Sourcing and Consumption to Maximize Business Value	October 2022
Data and Analytics (D&A) Provider Compendium 2023	November 2022
The Era of Multi-cloud and Associated Data Challenges	November 2022
The War for Talent in Data, Analytics, and AI (DAAI): Finding the Ideal Operating Model for Organizations	November 2022
The Success Formula In A Maturing BFS D&A Market – A Guide To How BFS Firms Are Building Data-driven Intelligent Operations	May 2023
Data Observability: Unleashing the True Potential of Data	September 2023
Data and Analytics (D&A) Services PEAK Matrix® Assessment 2023	September 2023
Modern Data Platforms (MDPs) – Fueling the Next Phase of Digital Transformation	Q3 2023
Hot Trends in Data and Analytics (D&A) – State of the Market 2023	Q3 2023
Data and Analytics (D&A) Service Provider Compendium 2023 – Update	Q4 2023
Data and Analytics (D&A) Services for Mid-Market Enterprises PEAK® Matrix Assessment 2023	Q4 2023
Cloud Data Modernization – What’s Next?	Q4 2023
Data Observability Technology Provider PEAK Matrix® Assessment 2024	Q1 2024

Note: [Click](#) to see a list of all of our published Data and Analytics reports



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

Stay connected

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto
canada@everestgrp.com
+1-214-451-3000

This document is for informational purposes only, and it is being provided "as is" and "as available" without any warranty of any kind, including any warranties of completeness, adequacy, or fitness for a particular purpose. Everest Group is not a legal or investment adviser; the contents of this document should not be construed as legal, tax, or investment advice. This document should not be used as a substitute for consultation with professional advisors, and Everest Group disclaims liability for any actions or decisions not to act that are taken as a result of any material in this publication.

Website
everestgrp.com

Social Media
 @EverestGroup
 @Everest Group
 @Everest Group
 @Everest Group

Blog
everestgrp.com/blog

NOTICE AND DISCLAIMERS

IMPORTANT INFORMATION. PLEASE REVIEW THIS NOTICE CAREFULLY AND IN ITS ENTIRETY. THROUGH YOUR ACCESS, YOU AGREE TO EVEREST GROUP'S TERMS OF USE.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use/, is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.